

## Baraboo Public Art Association

### MINUTES

October 28, 2021

1. Stelling called the meeting to order in the Thurow Conference Room, Municipal Building, at 5:17 p.m. Also present: Mike Palm, Angie Lowe, Rob Nelson, Ed Geick, Kim Rabska, Meg Watson, Judy Spring. Absent: Morgan McArthur, Marcy Huffaker. Guests: Carl Pierce and two others from Driftless Glen. There were no additions to the agenda.
2. Palm moved to accept the September **minutes**, Geick seconded, motion carried.
3. **Treasurer's Report.** We have \$7,091 in the money market account and \$34,440 in the CFSCW (Foundation) account. There is an annual distribution from this fund in April, if BPAA desires, of 5% of the total (about \$1,722). If there is a special request for more funds, then we need to make a written request to CFSCW which will consider whether or not to allow the BPAA request. Motion by Lowe to accept the Treasurer's report, seconded by Rabska. Motion carried.
4. Palm introduced Carl Pierce, owner of **Driftless Glen**, who has purchased a building adjoining the Driftless Glen. The outside south facing, 104 ft masonry block wall will be repainted a solid color in the spring, after which the site could host a mural. Discussion ensued about possible themes, artists, and ways to cooperate.
5. **Website and QR Codes** update. Photos of board members have been updated.
6. **GL Willson mural.** Watson reported that the additional panels have been ordered. Spring will deliver a panel and paint remaining from 2020 youth mural project to BHS Art Department.
7. There was recent good newspaper coverage about the Challenge Park. Stelling obtained approval from Cody's family to create a **memorial selfie station** in the Challenge Park. BPAA might be able to apply for a county arts grant for this project in 2022.
8. Route planning continues for the Baraboo segment of the **Great Sauk State Trail** (GSST).
9. **PLANNING.** We began laying out our parameters for **decision making** in preparation for choosing projects for 2022 and beyond.
  - A. **Agreement on assumptions**
    - i. We want to be proactive about our project planning, not just reactive.
    - ii. We will have a greater likelihood of success if we have strong agreement about which projects to tackle.
  - B. **Agreement on process for project selection**
    - i. The board will hear an initial **introduction of the concept**. The idea can be brought to the board by a board member or a member of the public. This is the "balloon" to float the idea and see if the idea fits with BPAA mission. If the idea

does not fit within BPAA mission, then the concept is set aside.

- ii. If the board agrees the idea fits within the scope of the BPAA mission, and there appears to be interest, and the concept appears feasible, then the board will request an **initial proposal** that answers basic questions: Where, why, how, how much and who else? Is there a project champion who is willing to help coordinate the project?
- iii. The board and the submitter will **review and refine** the proposal up to the point where BPAA must decide to a) move forward with a commitment of time and/or financial support, or b) stop discussion of the proposal.
- iv. BPAA will vote **by formal motion** to select a project or decline a project after thorough discussion to ensure agreement.

**C. Process for linking projects and budget**

- i. We will work from an annual list of projects and be open to new ideas.
- ii. We will create an annual budget and an annual fundraising plan to accommodate both planned and new ideas.

**D. Discussion – Other thoughts**

- i. How might we do more fundraising. Might we have an event featuring the projects we have completed and what we would like to do?
- ii. Could we distribute our Wish List to artists?
- iii. How can we get people to offer their ideas for new projects? Could we do a mini-grants or just call for ideas? “Mini-grant” label might imply that we have a set amount to disburse.

**iv. NEXT TIME:**

- 1. Verify agreement about decision process so far.
- 2. Start with “What criteria should we use in making our choices about projects?”
- 3. What Baraboo locations are most in need of visual art and why?
- 4. Anything on the Wish List that can be dropped for now?
- 5. Review of Wish List Categories 1 and 2
- 6. Review of Wish List Category 3

10. **Other:** Nelson noted that Wisconsin Arts is participating in a business roundtable in Spring Green November 2.

11. Next meeting: Special date Thursday, December 2, 5:15 p.m.

12. Palm moved to adjourn at 6:15 pm, Geick seconded. Meeting adjourned.

Judy Spring, Secretary